

CITY OF BLOOMINGTON



PARRI AND REGREATION DIVIJON

2015 ANNUAL REPORT

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MIJJION:

The Mission of the Bloomington Parks and Recreation Division is to enhance the quality of life, health and wellness of our patrons through innovative and diversified parks, arts, recreation, leisure and cultural opportunities. This is accomplished through the stewardship of the community's parks and natural areas and through the provision of quality recreational facilities and programs at an affordable price.



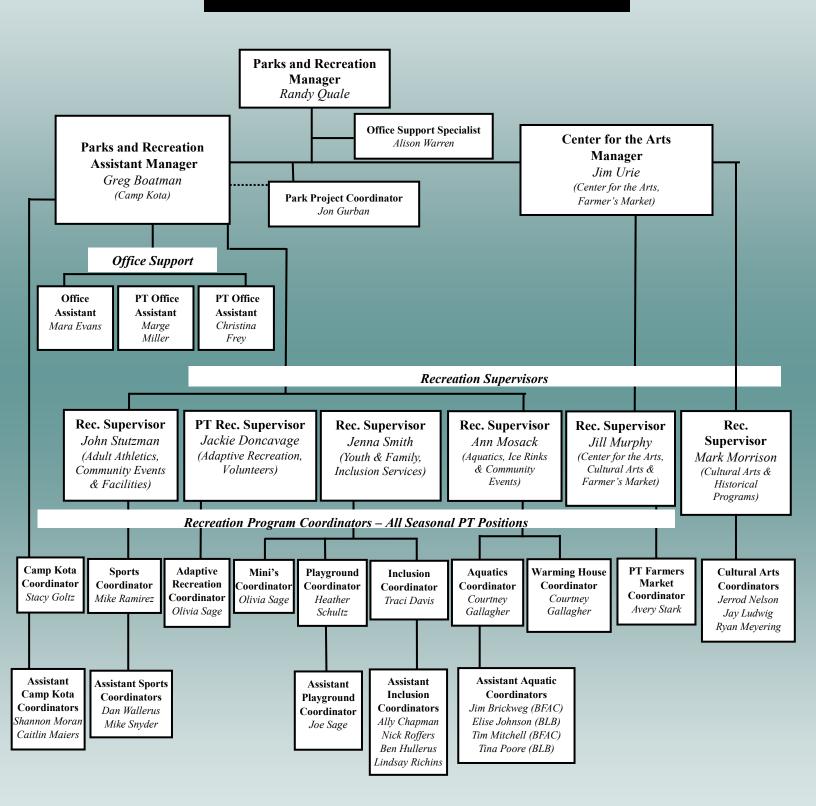
MEJJAGE FROM THE MANAGER

Bloomington Parks and Recreation is dedicated to providing the highest quality parks and recreation services at an affordable price to our community. In 2015 we had another outstanding year providing facilities, programs and services that meet the needs of residents and park users. I encourage you to review the 2015 Bloomington Parks and Recreation Annual Report and judge for yourself our commitment to providing park users with quality parks and recreation experiences!



Randy Quale Manager of Parks and Recreation

PARKS AND RECREATION ORGANIZATIONAL CHART



PARKS AND RECREATION DIVISION STAFF





Parks and Recreation Manager	Randy Quale
Assistant Parks and Recreation Manager	Greg Boatman
Center for the Arts Manager	Jim Urie
Recreation Supervisor	Mark Morrison
Recreation Supervisor	John Stutzman
Recreation Supervisor	Ann Mosack
P/T Recreation Supervisor	Jackie Doncavage
Recreation Supervisor	Jenna Smith
Recreation Supervisor	Jill Murphy
Office Support Specialist	Alison Warren
Office Assistant	Mara Evans
P/T Office Assistant	Marge Miller
P/T Office Assistant	Christina Frey

P.A.R.C. PARKS, ARTS AND RECREATION COMMISSION

The Bloomington Parks, Arts and Recreation Commission advises the City Council on matters related to the capital development, improvement and maintenance of City parks as well as recreation and cultural arts programs.

In 2015, the PARC accomplished the vast majority of items listed in the 2015 PARC Work Plan. Below are just a few of these work plan items:

- Received training on use of iPads and new agenda management software.
- Recommended the creation of a Resident Grandparent season pass for the aquatic center, which Council subsequently approved.
- Heard a presentation on turtle mortality concerns as they cross over roadways, primarily East Bush Lake Road at Bush Lake Beach.
- Received a petition requesting additional picnic tables and benches for Bryant Park. Benches and picnic tables subsequently purchased.
- Held public meetings for Dupont and Hampshire Hill playground replacements.



COMMISSIONER	POSITION	TERM OF OFFICE
Peter Moe	Commissioner	Through December 31, 2015
Gordie Holm	Chair	Through December 31, 2015
Dave Rickert	Commissioner	Through December 31, 2017
Jim McCarthy	Vice-Chair	Through December 31, 2015
Lenny Schmitz	Commissioner	Through December 31, 2017
Marie Holm	Commissioner	Through December 31, 2016
Ben Murphy	Youth Commissioner	Through August 31, 2015
Matias Figari	Youth Commissioner	Through August 31, 2016

COMMUNITY INVESTMENT PROGRAM

The Parks and Recreation Division annually undertakes acquisition, development and redevelopment projects within the parks system. The specific improvements are dependent upon the availability of funds and are determined through the City's Community Investment Program, or CIP. The City CIP is a planning tool that includes a detailed description of capital projects anticipated to be initiated in the next five years, based on City Council adopted long-range plans, goals and policies.

The goals for the CIP are as follows:

- Maintain a systematic approach to planning and initiating capital projects affording the opportunity to plan the location, timing, and financing of the needed public improvements.
- Development of a realistic program of capital spending with the projected fiscal capability to finance such projects, avoiding sharp changes in the tax levy or bonded indebtedness.
- Enable the City to evaluate the needs of the entire City objectively.
- Coordinate the capital needs with the adopted Comprehensive Plan.
- Maintain awareness with the public and private investors of the scope of the City's capital improvements.



• Enhance opportunities for participation in federal and/or state grant and aid programs.

The CIP is revised annually and project planning needs to be flexible to respond to changing community needs. Changes in economic conditions or other project related issues may alter timelines. Funding mechanisms change and projects may be more or less feasible based on funding. City management continuously looks for opportunities for efficiency which often change the projected needs for capital. The CIP is updated annually to ensure consistency and the reflection of changing demands, cost fluctuations, and financial resources.



COMMUNITY INVESTMENT PROGRAM

In 2015, the Parks and Recreation Division undertook planning, design and construction management for several park improvement projects including:

- <u>Valley View Playfield</u> completed construction of the patio area adjacent to the concessions/rest rooms building for the Red Haddox Baseball Field. Reconstructed the six tennis courts.
- <u>Natural Resources Restorations</u> removed invasive species and reestablished prairies and woodlands at several park locations. Developed plans and secured funding to undertake a \$100,000 natural resources project in the MN River Valley between Pond-Dakota Mission Park and Hopkins Park.
- <u>Bloomington Family Aquatic Center</u> Replaced the diving board and installed a new climbing wall at the facility.
- <u>DuPont Playlot and Hampshire Hills Park</u>- Starting site improvements and awarded contracts for the replacement of playground equipment at both sites.
- <u>Pond-Dakota Mission Park</u> Reroofed the Gideon Pond House. Installed a new exterior drinking fountain.
- <u>Bike Racks</u> Installed 41 bike racks in nine different City parks.
- <u>Hrbek Youth Baseball Fields</u> Reconstructed the infields on three of the four fields thanks to donations and volunteers from The Toro Company and the Minnesota Twins.
- <u>Picnic Tables and Benches</u> Installed new picnic tables and benches at Bush Lake, Normandale Lake and Bryant Parks.
- <u>Bicycle Repair Stations</u> Installed stations at Dred Scott Playfield and Bloomington Civic Plaza.





ADMINISTRATION

2015 Accomplishments

- Developed recommendations for the 2016 2020 Parks and Recreation Community Investment Program.
- Secured a \$285,000 State of Minnesota Parks and Trails Legacy Funds grant to undertake reconstruction of parking lots at the Hyland-Bush-Anderson Lakes Regional Park Reserve.
- Undertook a number of park capital improvement projects (see Community Investment Program on previous page).
- Updated the Bloomington Active Living Bicycle and Hiking Guide and printed an additional 6,000 copies. The guide is also available on the City website.
- Coordinated the planning initiative to update the City's Alternative Transportation Plan along with Public Works staff. The final planning document anticipated to be completed by spring 2016.



- Coordinated the Minnesota River Valley Master Plan planning initiative along with Planning and Public Works staffs. The City Council approved the plan in January 2016.
- Continued work to undertake a GIS-based asset inventory of park system amenities. Much of the initial planning work was completed in-house, with contractors being utilized to conduct the asset data collection. Provided sufficient funding is secured, anticipate this initiative to be completed by 2017.
- Applied and received Hennepin County Youth Sports Grants for youth athletic association equipment.
- Worked with Public Works staff on Old Cedar Avenue Bridge reconstruction project planning, which is anticipated to reopen in 2017.
- Continued to recognize outstanding individuals and corporations for their contributions to P&R through the annual P&R Award of Excellence (2015 recipient Paul Edwardson.)
- Continued planning for the installation of new co-located cellular antennas and ground buildings at Sunrise Park and Valley View Playfields. Anticipate construction to occur in 2016 with annual rents in the \$36,000 range for each site.
- Implemented use of iPads and electronic agendas for PARC meetings.
- Implemented new Resident Grandparent season pass rates to allow grandparents to purchase resident rate season pool passes for their grandchildren.

ADMINISTRATION

2016 Objectives

- Substantially complete the GIS-based park amenity inventory, establish life cycle replacement schedules and costs for park amenities, establish estimated life cycle maintenance schedules and costs for park amenities, establish prioritized recommendations for park amenity replacement based on anticipated annual funding.
- Undertake the following capital improvement projects:
 - DuPont Playlot playground replacement and trail connections.
 - Hampshire Hill playground equipment replacement.
 - MN River Valley natural resources restorations.
 - New aquatic play feature installation at the Bloomington Family Aquatic Center.
- Once the 2016 2020 City Community Investment Program is approved by the City Council, undertake planning for the recommended 2016 CIP park improvement projects.
- Plan and implement the planning for park improvements associated with the Council-approved Neighborhood Support Initiative in northeast Bloomington.
- Better engage the community to enhance the equitable use of park facilities and access to recreation programs.
- Continue lobbying efforts at the State Legislature to maximize Bloomington's regional parks system funding.
- Continue to take advantage of educational opportunities to enhance employees' knowledge and work performance.
- Continue to seek grants to supplement local funding for Parks and Recreation programs and facilities.
- Complete the update of Bloomington's Alternative Transportation Plan.
- Undertake the planning tasks outlined in the Minnesota River Valley Strategic Plan (i.e. Natural Resources Plan, Cultural Resources Plan, update land management MOU, etc.)
- Publish the 2015 P&R Division annual report by July.
- Strive to provide outstanding customer service by reducing response time on information inquiries.



Revenues & Expenses

The 2015 Parks and Recreation Administration General Fund budget had \$228,881 in revenues and \$636,412 in expenditures for a net loss of \$407,531. At the end of 2015, the Parks Capital Fund had \$542,479 in undesignated funds.

Summary

The Adult Recreation Programs are designed to serve the adult (18 years of age and older) population of Bloomington and surrounding communities. These programs focus on providing organized adults recreational activities which offer opportunities for physical activity, social interaction and healthy competition. The Adult Recreation Programs consist of four different components: City's adult athletic leagues, fitness classes co-sponsored with Bloomington/Richfield Community Services, Bloomington adult athletic organizations, and private reservations of park facilities.

City-sponsored adult athletic leagues are offered for men's, women's and co-recreational teams with an assortment of leagues intended for different levels of play from beginners to more advanced. At the time of registration, staff works with teams to select the league which best fits each team's skill level. League registration fees include a regular season schedule (and playoffs scheduled as applicable), a facility for game use, maintenance of the facility, lights (if needed), officials for games and team sanctioning for teams (as applicable). Leagues are offered throughout the year in a variety of sports including Baggo, basketball, dodgeball, kickball, softball, sand volleyball, tennis, touch football and volleyball. The Baggo, dodgeball, and kickball leagues are offered through a collaborative partnership with Richfield Parks and Recreation. In addition to the adult leagues, the City offers open Pickleball play at both indoor and outdoor facilities. The league component of the Adult Recreation Programs has the largest amount of revenues and expenses.

Fitness classes, co-sponsored with Bloomington/Richfield Community Services, offer individuals fifty years of age and older safe, fun and affordable fitness opportunities including 50+ fitness, line dancing, and T'ai Chi. Bloomington/Richfield Community Services provides the program administration and registration. As a co-sponsor of the programs, the City provides program facilities and as a result incurs no direct expenses associated with these programs.

City staff works closely with many independent Bloomington adult athletic organizations to support their efforts to offer additional adult athletic opportunities. These organizations provide the leadership and program direction but request support from the City for use of facilities and general program support. These groups include local bocce ball groups, Bloomington Horseshoe Club, Born Again Jocks, and Bloomington Women's Tennis League. With limited expenses experienced for this component, the limited revenues collected by these community programs are satisfactory.

Private park facility reservations include a large variety of leisure time pursuits and at a number of different facilities. The highest numbers of reservations are for groups reserving athletic facilities for baseball, soccer, softball and tennis for private league play. The City also creates reservations for organizations to host tournaments. These tournaments range from company picnic events, to open tournaments for public participation, to tournaments organized for the purpose of raising funds to benefit charitable organizations. Reservation fees for both league play and tournaments help offset the expenses associated with Park Maintenance expenses.

Overview

	2014 Estimated Participation	2015 Estimated Participation
Summer Softball	30,240	28,480
Fall Softball	6,750	6,750
Winter Volleyball	4,160	4,560
Summer Volleyball	1,680	1,760
Fall Volleyball	3,840	4,160
Basketball	2,000	2,300
Touch Football	1,300	800
Tennis	300	360
Women's Tennis	870	840
Lacrosse	500	N/A*
Kickball	630	1980
Baggo	100	210
Total	52,370	52,200

^{*}The lacrosse league was cancelled in 2015 due to low participation in 2014

The Bloomington's adult athletic programs remain one of the largest and most comprehensive programs in the state of Minnesota. Participants continue to seek out athletic opportunities in Bloomington for social, health and competitive benefits associated with involvement in athletics. Participation for individual sports has fluctuated throughout 2015, however the estimated total participation has remained the same as 2014 through the introduction of new programming opportunities.

Bloomington can declare itself home to many teams and individuals who finish in the top five at both state and national tournaments for basketball, football, pickleball, softball, and volleyball. The nationally renowned Virg Ellrich Memorial Fireman's Adult Softball Tournament was once again held in Bloomington which hosted 150 teams for the weekend in July.

Private park facility reservations for individuals and groups who utilize Bloomington athletic facilities to host their adult leagues continued in 2015. The primary facilities with reservations were Dred Scott Playfields, Gene C. Kelly Playfields, and Valley View Playfields. Other facilities with reservations include Dred Scott, Jefferson, Kennedy, Valley View, and Westwood tennis/pickleball courts and Tretbaugh Broomball Rinks.

The estimated number of participation can be found in the preceding tables.

	# of Organizations	Total Revenue
Tennis/Pickleball Court Reservations	6	\$ 2,226.67
Broomball Rink Reservations	2	\$ 3,700.00
Soccer Field Reservations	11	\$ 12,035.55
Baseball/Softball Field Reservations	9	\$ 6,142.48
Tournament Reservations	11	\$ 16,070.07
Total	39	\$ 40,868.10

Program Highlights

While adult athletic leagues across the state of Minnesota show a steady decline in participation, Bloomington's adult athletic leagues continue to hold steady or increase participation numbers for 2015. Additionally, staff worked in collaboration with Richfield to successfully continue a partnership for the following adult athletic leagues: Baggo, 3v3 Basketball, Dodgeball (spring and fall seasons) and Kickball (summer and fall seasons).

Bloomington athletic facilities were rented to private organizations to host eleven tournaments in 2015. Tournaments were held for baseball, kickball, and pickleball, and softball teams which came to Bloomington from across the nation. In addition to utilizing Parks and Recreation athletic facilities, participants in these tournaments become consumers of the businesses of Bloomington (gas stations, restaurants, hotels) as well.

Open Gym Pickleball at the Bloomington Armory provided an opportunity for an estimated 1,480 participants to play pickleball indoors throughout the fall and winter months. With a daily fee of \$3 the Open Gym program generated \$4,486.67 in revenue.

Budget

The Adult Recreation program had slightly lower than anticipated revenue figures but also had lower than anticipated expenditures. The adjusted budget called for a 50% cost recovery rate while the actual figures show a 51% cost recovery rate.

2015 Budget Figures

	Proposed	Actual	Difference
Revenues	\$319,750	\$304,310.43	+ \$15,439.57
Expenditures	\$638,831	\$621,959.28	<\$16,873.22>
Subsidy	\$319,081	\$317,647.335	<\$1,438.65>
Cost Per Team*	\$676.02	\$672.98	< \$3.04>

*Cost Per Team is determined by dividing the total amount of City sponsored adult athletic league registrations (472) by the amount the City subsidizes for the overall Adult Recreation Program budget



Staffing

The Adult Recreation Programs are administered by one full-time Recreation Supervisor. This includes marketing, registration, creation of programs, sanctioning of teams, reservation of fields, post-season play. Other Parks and Recreation Division positions which support the Adult Recreation Programs include one Sports Coordinator, two Assistant Coordinators and six Park Attendants. These are all part-time/seasonal positions. In 2015, \$47,720.98 was paid in wages to the part-time positions.

The Sports Coordinator position assists with the implementation and operation of the City-sponsored adult athletic leagues and collaboration with the independent Bloomington adult athletic organizations. This includes planning and daily operations of adult athletic programs as well as the supervision of the Assistant Coordinators and Park Attendants.

The Assistant Coordinators assist with the after-hours supervision of the Parks and Recreation athletic facilities and Adult Recreation Programs, while the Park Attendants are responsible for on-site supervision during adult athletic league play. This includes ensuring game officials are present, fields have necessary equipment in place and restrooms are stocked.

Parks and Recreation Division also works with Public Works staff to perform maintenance related tasks such as preparing a field for play. Parks and Recreation Division reimburses Public Works for providing evening staff during the summer months to oversee Dred Scott and Valley View Playfield.

The City has an agreement with the Recreational Sports Officials Association to provide game officials. These officials are not employees of the City.





AQUATICS

Our objective is to promote and support aquatic opportunities through aquatics programming, swim teams, healthy concession options, and open swim opportunities in an outdoor environment



Staffing

Recreation Supervisor (F/T) & Coordinator (P/

T)

Additional staff includes the following: Bush Lake Beach -

2 Assistant Coordinators (P/T)

2 Assistant Lead Admissions (P/T)

4 Admission Attendants (P/T)

17 Lifeguards (P/T)

Bloomington Family Aquatic Center -

2 Assistant Coordinators (P/T)

3 Assistant Lead Attendants (P/T)

1 Lead Concessions Attendant (P/T)

9 Admission & Concession Attendants (P/T)

35 Lifeguards (P/T)

Facility

Bush Lake Beach -

Bush Lake Beach is a beautiful and clean sand beach. Lifeguarded hours are 11:00 a.m. to 7:00 p.m. daily.

Facility Season and Hours -

June 6 - August 23, 2015

Attendant Booth Hours: 10:00 a.m. to 7:00

p.m. Daily

Lifeguard Beach Hours: 11:00 a.m. to 7:00

n m Daily

Service	Fee
Daily Vehicle Parking Pass	\$7.00
Seasonal Vehicle Park Permit (1st Vehicle)	\$35.00
Seasonal Vehicle Park Permit (2 nd Vehicle)	\$18.00
Bus Daily Parking Pass	\$40.00
Groups 50 people or less	\$60.00
Group over 50 people	\$86.00





Facility

Bloomington Family Aquatic Center -

The Bloomington Family Aquatic Center is an eight lane, 50 - meter lap pool with an additional zero - depth entry play area that includes a new tot-slide play feature, tumble buckets, and jet spray. The pool also includes a diving well with a new climbing wall, diving board and drop slide and two looping waterslides.

A concession stand is also in operation the majority of the day during open swim hours. Our most popular items include nachos, ice cream sandwiches, malt cups, skittles and pretzels.

Facility Season and Hours -

June 6 - September 7, 2015

Pool/Bathhouse: 11:00 a.m. to 8:00 p.m. Monday - Friday

11:00 a.m. to 7:00 p.m. Saturday and Holidays

11:00 a.m. to 6:00 p.m. Sunday

Concessions: 12:00 p.m. to 6:30 p.m. Monday - Friday

11:00 a.m. to 6:00 p.m. Saturday, Sunday, and Holidays

Bloomington Family Aquatic Center Fees

Age/Group Admission	Daily Fee	Evening Fee
1 year or younger	Free	Free
2-5 years	\$7.50	\$6.50
6-54 years	\$9.50	\$7.50
55 plus years	\$7.50	\$6.50
Group Reservations	\$9.00	\$7.00
Lap Swim	\$6.50	\$6.50

Seasonal Passes	Resident	Non-Resident
Adult (16-54)	\$55.50	\$80.00
Young Adult (11-15)	\$30.25	\$53.50
Senior (55 plus)	\$18.50	\$41.50
Child (2-10)	\$18.50	\$41.50
Purchased Prior to 4/17/15	\$2.00 Off	NA
Purchased Prior to 6/6/15	\$1.00 Off	NA



AQUATICS

Aquatic Programming and Services

- Participation in a Living Social promotion increased the Bloomington Family Aquatic Center's exposure to thousands of new potential customers.
- Customer revenues for the Bloomington Family Aquatic Center increased by 16% from 2014.
- Bush Lake Beach Season Pass sales increased by 67% from 2014.
- Swim team lane rental revenue increased by 57% from 2014.
- New aquatic programs at the Bloomington Family Aquatic Center brought in new patrons from outside of Bloomington.

Aquatic Program Fees

Service	Resident	Non-Resident	
Swim clubs lane fee per hour	\$10.50 (Plus Tax)	\$16.00 (Plus Tax)	
Preschool Water Exploration	\$20.00	\$20.00	
Get Your Face Wet	\$40.00	\$40.00	
Basic Water Rescue	\$40.00	\$40.00	
Aqua Exercise	\$5.00/class (prior registration)	\$7.00/class (at the door)	

Revenues & Expenses

Facility Name	Customer/ Endowment/Interest/ Intergovernmental Revenue	Tax Expenses Ga		Working Capital Gain (Loss)
Bloomington Family Aquatic Center	\$225,823	\$317,781	\$822,239	<\$278,635>
Bush Lake Beach	\$129,558	\$127,033	\$217,658	+\$38,933
Totals	\$355,381	\$444,814	\$1,039,897	<\$239,702>





AQUATICS

Number of Visits for Bloomington Family Aquatic Center

Type	Age	Resident	Non-Resident	Total Number
Daily Pass	Ages 2–5	N/A	N/A	1082
Daily Pass	Ages 6–54	N/A	N/A	6,625
Daily Pass	Ages 55+	N/A	N/A	363
Season Pass	Ages 1–10	9,437	471	9,909
Season Pass	Ages 11–15	3,908	101	4,009
Season Pass	Ages 16–54	5,883	179	6,062
Season Pass	Ages 55+	2,018	147	2,165
Season Pass	5 Punch Pass	51	21	72
Lap Swim	N/A	N/A	N/A	151
Groups (estimated)	N/A	N/A	N/A	8,547
Swim Teams (estimated)	N/A	N/A	N/A	14,240
	TOTALS			53,225







Number of Visits for Bush Lake Beach

Туре	Number of Vehicles/Buses	Estimated Attendance
Daily Vehicle	5,690	22,760
Season Pass	760	12,160
Groups	N/A	3,490
Picnic Reservations	N/A	10,890
	TOTAL	49,300



CENTER FOR THE ARTS

Summary

Bloomington Center for the Arts (BCA) occupies the north end of Bloomington Civic Plaza. The BCA is a focal point for the performing and visual arts for thousands of people in Bloomington and the surrounding communities. The facility is utilized by seven resident arts organizations, the City and the community for arts activities, city functions and private rentals.

The BCA is open Monday — Friday, 8:00 a.m. to 10:00 p.m.; Saturday, 9:00 a.m. to 5:00 p.m.; and Sunday, 1:00 to 10:00 p.m.

Programs, Services and Fees

Opened in the spring of 2003, the Bloomington Center for the Arts hosts numerous arts activities and City functions such as the HRA Home Improvement Fair, Block Captains Workshop, softball league orientation, job fairs, receptions and the Farmers Market. The facility is also rented to private organizations for recitals, graduations, training seminars, sales meetings, etc. Facility fees are minimal for City functions and there is a modest per ticket use fee for resident arts organizations. Private rentals are charged market rates with a discount for non-profit groups.

Revenue & Expenses

Bloomington Center for the Arts	Revenue (Customer, Endowment, Interest)	Property Tax Revenues Expenses		Working Capital Gain (Loss)
2013	\$175,543	\$497,400	\$695,721	<\$22,788>
2014	\$185,458	\$492,831	\$687,234	<\$8,946>
2015	\$161,780	\$548,524	\$747,086	<\$36,782

Due to an accounting shift, in 2015 only net income from Alive & Kickin is reported under revenue and none of the production costs are reported in expenses. As such both net income and expenses appear \$23,691 lower than they would have using the former accounting method. Using the former method 2015 revenue is \$185,471 and expenses are \$770,777.





CENTER FOR THE ARTJ

2015 Schneider And Black Box Theater Performances

			# of		# of	% of Ca-
Group	Performance Series	Opening Date	Perf.	Capacity	Tix	pacity
Artistry	La Cage Aux Folles	Friday, January 16, 2015	21	7,686	6,459	84%
C:t.	Arne Fogel & Maud Hixson - Holiday for	Friday, January 16, 2015	2	245	240	000/
City	Frank	Friday, January 16, 2015		345	340	99%
Artistry	Other Desert Cities	Friday, February 27, 2015		1,725	1,076	62%
Angelica	Rita Docter Scholarship Benefit Concert	Sunday, February 22, 2015	1	366	378	103%
City	Fogel & Eckes - What the World Needs Now	Saturday, February 28, 2015	1	366	215	59%
Medalist	Cathedrals	Sunday, March 01, 2015	1	366	191	52%
СВС	Swan Lake	Saturday, March 21, 2015	4	1,464	862	59%
ВС	The Nature of Things	Friday, April 10, 2015	2	732	377	52%
Medalist	Water Music	Sunday, April 12, 2015	1	366	200	55%
Artistry	Carousel	Friday, April 24, 2015	21	7,686	7,104	92%
Artistry	God of Carnage	Thursday, May 21, 2015	15	1,725	1,029	60%
City	Barbary Coast	Friday, May 29, 2015	1	366	371	101%
NOTEables	Night & Day	Saturday, May 30, 2015	2	732	210	29%
City	Alive & Kickin - Winds of Change	Friday, June 05, 2015	7	2,562	1,726	67%
CBC	Spring Recital	Thursday, June 18, 2015	1	366	233	64%
Artistry	Play it Again, Sam	Friday, July 17, 2015	15	1,725	1,463	85%
Artistry	Hairspray	Friday, August 14, 2015	21	7,686	6,570	85%
Artistry	All My Sons	Friday, September 18, 2015	15	1,725	1,259	73%
City	Monroe Crossing	Saturday, September 26, 2015	1	366	215	59%
City	The Whitesidewalls	Saturday, October 03, 2015	1	366	321	88%
Artistry	Phantom, Kopit & Yeston	Friday, October 16, 2015	21	7,686	5,947	77%
City	Fogel & Hixson - Irving Berlin's Hollywood	Friday, November 06, 2015	3	345	246	71%
Medalist	The Greatest Generation - Medalist Band	Sunday, November 15, 2015	1	366	376	103%
City	Colleen Raye - Musical Tribute to Patsy	Friday Navambar 20, 2015	1	266	245	94%
City	Cline Journeys - Bloomington Symphony Or-	Friday, November 20, 2015	1	366	345	94%
BSO	chestra	Sunday, November 22, 2015	1	366	326	89%
СВС	The Nutcracker	Friday, December 04, 2015	5	1,830	1,242	68%
NOTEables	Season Celebrations - NOTEable Singers	Wednesday, December 16, 2015	1	366	122	33%
ВС	Everywhere Christmas, Tonight	Friday, December 18, 2015	2	732	615	84%
Medalist	Sounds of the Season - Medalist Band	Sunday, December 20, 2015	1	366	378	103%





2015 TOTALS	185	51,144	40,196	79%
2014 TOTALS	200	54,258	40,962	75%
2013 TOTALS	198	52,296	44,838	86%

CENTER FOR THE ARTS

Staffing

- 1 Center for the Arts Manager (F/T)
- 1 Center for the Arts Supervisor (F/T)
- 2 Information Assistants-Weekdays (P/T)
- 2 City Mail Coordinators (P/T)
- 7 Information Desk Staff Evenings and Weekends (P/T)
- 3 Audio/Visual Coordinators (P/T)

Accomplishments & Objectives

2015 Accomplishments

We experienced record Performance Series ticket sales due in part to a successful seven performance run of Alive & Kickin's production *Winds of Change*, which was attended by 1,726 people. Facility improvements in 2015 included replacing 200 Rehearsal Hall chairs, folding tables and microphones. We also purchased a high quality 7' Steinway B grand piano to complement facility activities and programs. Furthermore, staff helped to implement South Loop Creative Placemaking demonstration projects Little Box Sauna, a site-based theater production—*Until the Birds Taught Me to Fly*, and mural at the Bass Ponds trailhead called *The Convergence of Science and Nature*.

Finally, staff worked with Facility Maintenance to complete the conversion of the underutilized photography studio and dark room into a much needed dressing room for black box theater performers and a music storage library, and, in December, began a major restoration of the four mobile walls in the Greenberg Gallery.

Collaborating Organizations & Associations:

Alive and Kickin Angelica Cantanti Youth Choirs Bloomington Chorale Bloomington Fine Arts Council Bloomington Symphony Orchestra Bloomington Theatre and Art Center Continental Ballet Company Medalist Concert Band NOTE-able Singers Numerous Private Rental Customers





FARMERS MARKET & COMMUNITY GARDENS

Summary

The Farmers Market takes place from 8:00 a.m. – 1:00 p.m. every Saturday from early June through mid-October in the east parking lot of Bloomington Civic Plaza. The market has up to 50 vendors per week and provides fresh, healthy, local produce and specialty items to thousands of people in a comfortable, family friendly environment. The Market moves indoors for two seasonal events in November and December.

In addition to the Farmers Market, the City has two community garden sites, one at Smith Park and another at Harrison Park. Between the two sites there are 99 individual garden plots including five raised beds for individuals with mobility issues. The gardens provide an opportunity for residents to exercise and meet their neighbors while growing their own fresh fruits and vegetables. Garden plot revenue of \$3,343 went towards Park Maintenance expenses associated with the gardens.

Revenue & Expenses

Activity	Vendor/Customer Revenue	Expenses	Net Cost	Cost Per Participant
Farmer's Market	\$30,542	\$38,826	\$8,302	\$.15
Community Gardens	\$3,603	Not available	Not available	Not available

Staffing

- 1 Farmers Market Coordinator (P/T)
- 1 EBT/SNAP Office Assistant (P/T)

Accomplishments

The Farmers Market received a grant in 2015 from the National Farmers Market Coalition to implement a Power of Produce (POP club) program for kids. The grant included educational materials and \$2,000 to cover market vouchers. The program focused on empowering kids to make their own healthy choices at the market.



Attendance

Farmers Market	2009	2010	2011	2012	2013	2014	2015
Number of Weeks	20	21	21	21	21	21	21
Est. Outdoor Weekly Attendance	2,000	2,020	2,806	3,500	3,700	3,500	3,000
Est. Annual Attendance	36,000	38,380	53,314	66,500	70,300	66,500	57,000









CULTURAL ARTS

Summary

The Cultural Arts branch of the Parks and Recreation Division includes Arts in the Parks, special events, history programming including Bloomington River Rendezvous, and natural resources projects. Three City facilities are administered by Cultural Arts including the Normandale Lake Bandshell, the historic Gideon and Agnes Pond House, and the Bloomington Old Town Hall. Cultural Arts programs take place at parks throughout the Bloomington.

Programs & Services Offered

Arts in the Parks programs include a regular summer concert series at the Normandale Lake Bandshell, as well as large festivals and events. Summer Fete, the City's biggest event in terms of attendance, is the Independence Day celebration that takes place on July 3 of each year. History programming includes the Bloomington River Rendezvous, which is the largest educational history festival of its kind in the Midwest, as well as regular year-round history programming. Special projects in natural resources include native prairie restoration work, buckthorn and invasive plant species eradication events, stream restorations, and other projects. Rentals of the Normandale Lake Bandshell, portions of Normandale Lake Park, and Pond Dakota Mission Park account for many park uses each year. In addition, the Cultural Arts branch is responsible for many of the Cultural Resources management responsibility in the city, including inventories and activities related to archaeological sites and historic properties.



Staffing

1 full time/8-15 seasonal part-time

Revenue, Expenses & Participation

	Summer Fete	River Rendezvous/Pond Dakota	Arts in the Parks
Revenue	\$26,000	\$77,700	\$17,000
Expenses	\$100,000	\$125,374	\$138,000
General Fund Net Cost	\$74,000	\$47,300	\$121,000
Est. Participation	45,000	12,000	14,000
Net Cost per Participant	\$1.64	\$3.94	\$8.64



CULTURAL ARTS

2015 Results

- Increased marketing of the bandshell as a high quality venue for activities such as weddings, concerts, meetings, and company picnics resulting in increased rentals by 15%.
- Expanded movies in the parks to include productions every Friday during the summer.
- Increased program revenues to include additional stakeholders and outside sponsoring partners for some blockbuster shows and movies in the park. Increased attendance at Winter Fete events to its highest level.
- Through more aggressive marketing of sponsorship options, increased revenue and corporate participation in Summer Fete to one of its highest levels ever, generating revenue of more than \$20,000.
- Continued expansion of food vendor offerings during Summer Fete on east side of Normandale Lake to include four additional vendors and add two additional carnival activity options for kids.
- Continued work on implementation of Dakota Interpretive Area at Pond Dakota Mission Park.
- Increased attendance at the Dakota language camp by 25% through increased marketing to Dakota community.
- Increased attendance at River Rendezvous school days to one of its highest levels ever through enhanced marketing to metro area elementary and middle schools.



2016 Objectives

- Expansion of the successful movies in the parks to include an additional movie series at a location other than the bandshell. Also increase movies by 50% to reach an estimated additional 3,000 participants.
- Increase the number of Thursday night Blockbuster shows by 40% by holding them every Thursday during the summer.
- Develop relationships with a wider variety of food vendors and food truck vendors to enhance the food offerings at Arts in the Parks performances.
- Reach out to non-profit and other groups to create a wider variety of Winter Fete offerings, and also enhance Twin Cities wide marketing of those programs. Increase number of Winter Fete event offerings by 10%.
- Create new rental manual that includes options for 5K routes including creation of enhanced maps.
- Generate 25% more revenue from Dakota Language Camp through increased registrations and publicity.
- Increase school group attendance at River Rendezvous through improved outreach and marketing to middle schools in the Metro area to increase attendance by 10%.
- Continue work from 2015 to conduct more targeted outreach to larger businesses that would potentially be interested in larger stage or carnival sponsorships.
- Improve marketing for merchandise sales to increase income from sales by 30%.
- Increase number of volunteer opportunities for invasive plant species removal events to two for 2016.

Collaborations/Associations/Organizations

Cultural Arts collaborated with many organizations for program sponsorships and program development/execution. Included in the organizations were Pond Dakota Heritage Society (Historical programming at Pond Dakota Mission Park), Bloomington Historical Society (Old Town Hall and general history programming) Great River Greening (Native Prairie Projects), Affiliated Garden Clubs of Bloomington (planting and care of heritage gardens), Fish and Wildlife service (trail projects assistance), Minnesota Off Road Cyclists (trail projects), the Nine Mile Creek Watershed District, the Bloomington Theater and Art center (Summer Fete), many groups of the Bloomington Fine Arts Council, University of Minnesota (Native Studies and other departments), the Minnesota Recreation and Park Association, and many more.

VOLUNTEERS



Summary

Bloomington Parks and Recreation offered increased and enhanced programming thanks to dedicated volunteers giving their time and talent to improve their community.

Programs

Volunteers were an important part of many services offered by the Parks and Recreation Division, serving as commission members,

warming house attendants, playground assistants, camp counselors, special event workers, adaptive softball coaches, farmers market attendants, and much more.

Volunteer Financial Benefits

Parks and Recreation Programs benefitted from more than \$248,000* worth of volunteer service in 2015. *Independent Sector calculates volunteer time in Minnesota to be valued at \$24.83/hour based on data from the Bureau of Labor Statistics.

Participation

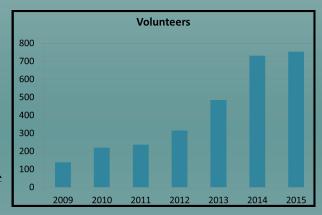
Parks and Recreation appreciated the service of 752 volunteers each working an average of 13 hours in 2015.

Staff

1 P/T Recreation Supervisor

Objectives

To provide positive, meaningful ways for volunteers to be involved in their community while increasing the quality of parks and recreation programming in Bloomington.



Major Accomplishments

- Parks and Recreation volunteers increased by over 3% in 2015. Hours served increased over 16%.
- Structure and Leadership development with teen volunteers resulted in increased quality of the program.
- Continued to focus on park project opportunities emphasizing in invasion species removal. Volunteers participated in one-time clean up events, as well as special projects like the City's annual Buckthorn Bust., and represented schools, businesses and faith communities.



Feedback

Volunteers were honored in April with a Mayor's breakfast and proclamation recognizing National Volunteer Recognition Week. Summer Teen Volunteers were invited to attend two special outdoor movies to celebrate the beginning and end of a successful season. Volunteers had a great impact on the community as they enhanced quality of programming and benefited in uniquely individual ways.

Outdoor Ice Skating Rinks

Summary

Outdoor ice skating rinks were scheduled to be open from December 13, 2014 until February 16, 2015. Due to the cold weather, the total number of days that at least one rink was open was 43 out of 66 days. The season was extended at Westwood and Running parks until March 1st. These two sites were open a total of 56 days. Rinks at Westwood, Running, Sunrise and Brookside park were scheduled to be staffed seven days a week, while 10 additional rinks were staffed with Park and Recreation employees or volunteers on weekends, holidays, school release days and additional hours.

This winter warming houses began the Polar Passport program, encouraging Bloomington youth to visit each of the warming house sites at least once during the season. In the inaugural year 29 youth participated and received a T-shirt. On January 18th the Warming-House-A-Palooza was hosted at Brookside Warming House as a Winter Fete event. The event had music, skating and crafts.

Revenue & Expenses

Skating, 2015Revenue- \$2,920
Expense- \$387,305



Staff

- 1 Recreation Supervisor (F/T)
- 1 Rink Coordinator (P/T)
- 2 Rink Lead Staff (P/T)
- 21 Rink Attendants (P/T)

Participation

Rink name	Days Staffed	Total Skaters	Average Skaters per Day	Rink % of Total Attend
Brookside	43	782	18	8%
Bryant	19	415	22	4%
Brye	19	350	18	4%
Haeg	26	367	14	4%
Kelly	5	65	13	1%
Oak Grove	19	312	16	3%
Poplar Bridge	19	431	23	5%
Ridgeview	14	166	12	2%
Running	47	2551	54	28%
Southwood	30	1245	42	13%
Sunrise	43	720	20	8%
Tarnhill	6	171	29	2%
Westwood	48	1685	35	18%
TOTALS	338	9260	24	

Summary

Youth and Family includes multiple services and programs offered throughout the City of Bloomington year round. This is a successful area within Parks and Recreation that community members have come to expect and look forward to our programs each year.

Programs

<u>Playgrounds</u>

The playground program operated on Monday through Friday, June 15—August 21. The program was open from 9:30 a.m. to 3:00 p.m. The playground program is a drop in program. While registration is required, the children may come and go as they please, and we strongly encourage parents to communicate their expectations with their child prior to attending the program. A daily program includes arts and crafts, games, outdoor sports, activities and water activities. This program serves children entering grades 2 through 7. Running, Smith and Kelly parks were areas eligible to



receive free lunches through the Federal lunch program, and every participant received a free lunch daily.

Camp Kota

This program is offered 4 weeks throughout the summer and is one of our most popular programs. It is a weekly day camp that was offered during July 13 — August 7 from 8:30 a.m. to 3:00 p.m. on a daily basis during the week with an overnight on Thursday night. This program serves 5 to 6 year olds on Monday through Thursday and ages 6 to 12 on Monday through Friday.





Playground Partnership Program

This program was initiated in 2009 to fill the "GAP" in programming the week of 4th of July and the week before school starts. It was a collaborative program between the City, School District and Oak Grove Presbyterian Church. The City operated the program at Westwood and Smith Parks, provided staffing and provided the buildings. Oak Grove Presbyterian Church donated \$6,300 towards the cost of the staffing and the cost for the lunches at Westwood Park. Both sites also received free lunches prepared by the School District and funded through Federal Lunch program and donations. The program ran June 29 —

July 2 (no programming on July 3) and August 24 - 28 from 9:30 a.m. to 3:00 p.m. This program serves children entering grades 2-7.

Spring Egg Hunt & Family Fun Walk

The annual Spring Egg Hunt sponsored by the Bloomington Optimists Club was held on Saturday April 4th, at Normandale Lake Bandshell. The Optimists placed over 9,000 eggs around

the bandshell for youth of various ages. There were approximately 2,000 people at the event.

In addition to the Egg Hunt, Parks and Recreation sponsored family fun activities including musical entertainment by Bob the Beachcomber and pony rides. Also informational booths were provided by Parks and Recreation, Environmental Health, Human Services, Bloomington Sister City, Human Rights Commission, Bloomington Police Department Explorers, McGruff and the Bloomington Fire Department. Traffic control was provided by the Bloomington Police Department Reserves.



Halloween Party

The annual Citywide Halloween Party sponsored by the Bloomington Optimists Club, City of Bloomington Parks and Recreation and Richfield Bloomington Credit Union was held on Friday, October 31 at the Bloomington Ice Garden. The party drew approximately 430 kids, 600 adults and 50 City volunteers along with 20 Optimist volunteers. This year's activities

included games for the children to play, trick or treat alley, balloon twisters, open skating with a DJ, photo opportunity and a coloring contest.

<u>Galaxy</u>

Galaxy is a youth center that provides Bloomington youth in grades 6 to 8 a safe and fun place to be with friends after school. This program is made possible through a 20 year agreement between the City of Bloomington and the School District. The



School District conducts the program, buys supplies, provides staffing and takes the registrations. The City provides financial support on a yearly basis. During the 2015 year the City provided \$133,093. The City also provided Inclusion support for participants that have a qualifying disability. The City provided support for participants during 2015 in January-May and September-December.



<u>Inclusion Services</u>

The City provided a service to participants with disabilities that requested support and showed a need with a qualifying disability. Inclusion services are offered throughout every program or service that Parks and Recreation provides. The request for this service is increasing on a yearly basis due to the excellent service that is provided and word of mouth or increasing knowledge of this service.

Adaptive Recreation

The City is a part of a collaboration called AR&LE (Adaptive Recreation and Learning Exchange). The collaboration is between the City of Bloomington, Edina, Eden Prairie and Richfield along with the school districts in those areas. Through this partnership, the City of Bloomington houses the Participant Profiles, mailing, mailing lists and provides a share of programming. The City provides Adaptive Softball for Youth and Adults one night a week throughout the summer, Dance Your Socks Off events one Friday a month during the school year, and serves on the planning committee.

The View

The program is held at Valley View Middle school utilizing space shared with the Galaxy Youth Center and provides programming for youth entering grades 2–7. Opportunities include morning activities ranging from art projects, sports and games indoor and outdoor with playground staff while afternoons are spent at the Bloomington Family Aquatic Center. Programming ran Monday through Friday, June 15 – August 21 from 9:00 a.m. to 4:00 p.m.. No programming the week of June 29 – July 3, 2015.

The Mini View

This program was newly introduced, held at Valley View Elementary School and provides programming for children entering grades preschool through 1st. Children are engaged in a variety of activities, sports and crafts that help participants expand social skills and develop friendships. Afternoons are spend at the Bloomington Family Aquatic Center. Programming ran Monday through Friday, June 15–August 21, 2015 from 9:00 a.m. to 4:00 p.m.. No programming the week of June 29–July 3,



Playgrounds/Kota		Number of Participants	Net Cost Per Participant
Revenues	\$242,892		
Expenses	\$605,655	4,490	\$80.13
General Fund Net Cost	\$359,763		

\$253,701

Fund Net Cost	\$359,763		
Adaptive/Inclusion		Number of Participants	Net Cost Per Participant
es	\$8,015		
es .	\$261,716	1,915	\$132.48







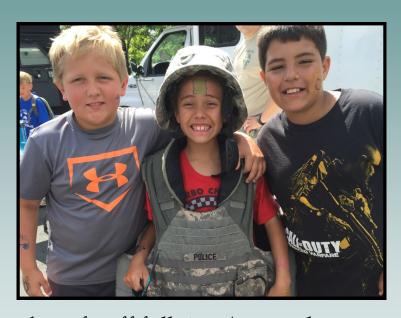




Revenues/Expenses

General Fund Net Cost

Revenues Expenses



Number of staff full time/seasonal

Participant Numbers/Participant Fees

	2015 # of Registrations	# of User Participations	Fees Per Participant
Playgrounds	274	12,330	\$115/\$120 Resident \$150 Non-Resident
Camp Kota	641	3,205	\$180 Resident \$205 Non-Resident
Kota Kids	133	532	\$150 Resident \$175 Non-Resident
Playground Partnership	266	2,394	FREE
The View	80	3,600	\$125/\$130 Resident \$175 Non-Resident
Mini View	66	2,970	\$125/\$130 Resident \$175 Non-Resident
Egg Hunt and Family Fun	2,.000	2,000	FREE
Halloween Party	1,030	1,030	FREE
TOTAL	4,490	28,061	

	2015 # of Registrations	# of User Participations	Fees Per Participant
Adaptive Adult Competitive Softball	36	288	\$60
Adaptive Adult Co-Rec Softball	43	344	\$60
Adaptive Youth Softball	18	144	\$60
Dances	500	500	\$6
Inclusion Services	1,311	6,555	FREE
Galaxy	7	725	FREE
TOTAL	1,915	8,556	









Objectives

Adaptive Recreation and Learning Exchange

- Continue to work with municipal partners to enhance program offerings to meet the needs of people with disabilities in Bloomington, Richfield, Edina and Eden Prairie.
- Continue to provide outstanding support for people with disabilities who request support in inclusive recreation environments.

Bloomington Experience Classes

- Continue partnership with the Artistry to offer assistance with registration and inclusion services for summer Artistry classes.
- Collaborate with the Artistry and Bloomington Public Schools to provide the Bloomington Summer Experience Catalog

Summer Adventure Playgrounds

Provide summer playground program at eight sites for elementary youth.

Playground Partnership Program

Provide cooperatively among the City School District and Oak Grove Presbyterian
Church a free playground program for youth at two sites during 4th of July week and
the week following the last scheduled Bloomington Parks and Recreation program.

Camp Kota/Kota Kids

 Provide four, one-week camp sessions for children entering grades kindergarten through 7th to promote social interaction, opportunities for leadership and fun, while teaching basic camping skills.

Galaxy Youth Center

- Continue to provide a positive and safe environment for middle-school aged youth that promotes healthy choices.
- Continue to collaborate with the school district to provide summer leadership training opportunities for youth.

Youth Leadership Programs

 Provide teen volunteer opportunities for youth ages 13 to 15 through, Playgrounds, and Camp Kota to learn and practice leadership skills.

The View

• Provide summer program utilizing space at Valley View Middle School, shared with Galaxy, for children grades 2–7.

The Mini View

 Provide summer program at Valley View Elementary specifically designed for children entering grades preschool through 1st grade.



Outputs

- Received donations of \$6,300 from Oak Grove Presbyterian Church to operate the Playground Partnership Program at Smith and Westwood Parks for 9 days during the summer. The program was free to the participants. It served 266 youth.
- Continued to work with the AR&LE partners to update the AR&LE database and participant profile and provided a variety of programs for youth and adults.
- Summer Adventure Playgrounds served 420 youth in 2015, up from 370 in 2014.
- In 2015 Camp Kota served 744 participants, up from 711 in 2014.
- Adaptive Softball served 21 youth and 70 adults in 2014.
- Enhanced programming and increased community pride by involving volunteers.

Collaborations

- Bloomington Optimists Club
- Bloomington Public School District
- Bloomington Theatre and Art Center
- Oak Grove Presbyterian Church
- USTA
- Adaptive Recreation & Learning Exchange (AR&LE)
- Richfield Bloomington Credit Union
- Normandale Hylands United Methodist Church
- REI Outdoor School
- Sports Unlimited
- Three Rivers Park District



